

ORDER



A GANNETT COMPANY

WTLV-TV

Jim Quinn

T-PHI

NAT

Orders	Order / Rev:	698390 - 2
	Alt Order #:	6226600
	Product Desc:	AMERICAN CROSSROADS
	Estimate:	1777
	Flight Dates:	10/02/12 - 10/08/12
	Original Date / Rev:	09/12/12 / 09/12/12
	Order Type:	Political

Primary AE:	Jim Quinn
Sales Office:	T-PHI
Sales Region:	NAT

Agency	Name:	<u>Mentzer Media Services/ POL</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>Do Not Mail</u>
		XX, XX XX

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	American Crossroads
	Demographic:	A35+
	Product Codes:	IS-Candidate/Presidential
	Priority:	P-3
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	82	\$44,990.00	\$38,241.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	82	\$44,990.00	\$38,241.50	0.00
Totals	82	\$44,990.00	\$38,241.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	
WTLV-TV	25%	\$44,990.00
Market	100%	\$179,960.00

Competitive Share

CABLE	0%	\$0.00
WAWS	4%	\$7,198.40
WCWJ	0%	\$0.00
WJXT	30%	\$53,988.00
WJXX	13%	\$23,394.80
WTEV	28%	\$50,388.80

mg 33.35

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Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1777

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WTLV	10/06/12	10/06/12	Sat Prime B Sat Prime B	CM	Sat 9p-10p	-----S-	:30	2	\$330.00	P-3	0.00	NM	0	\$0.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week:	10/01/12	10/07/12	-----S-			2	\$330.00	0.00							
Spot	Ch	Date Range		Description		Start/End Time									
1	WTLV	10/01/12-10/07/12	Sat	Prime B		Sat 9p-10p									
				Credited											
2	WTLV	10/01/12-10/07/12	Sat	Prime B		Sat 9p-10p									
				Credited											
N33	WTLV	10/06/12	10/06/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week:	10/01/12	10/07/12	-----S-			2	\$300.00	0.00							
N34	WTLV	10/02/12	10/05/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	-TWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week:	10/01/12	10/07/12	-TWTF--			1	\$200.00	0.00							
N35	WTLV	10/02/12	10/05/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	-TWTF--	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week:	10/01/12	10/07/12	-TWTF--			1	\$80.00	0.00							
													Totals	82	\$44,990.00